

# Psychology & Marketing

## Author Index Volume 10, 1993

---

- Aaker, D. A.: see Stayman, D. M.
- Bagozzi, R. P.: On the Neglect of Volition in Consumer Research: A Critique and Proposal, 215
- Biswas, A. and Sherrell, D. L.: The Influence of Product Knowledge and Brand Name on Internal Price Standards and Confidence, 31
- Bloch, P. H. and Richins, M. L.: Attractiveness, Adornments, and Exchange, 467
- Boush, D. M.: How Advertising Slogans Can Prime Evaluations of Brand Extensions, 67
- Bridges, E.: Service Attributes: Expectations and Judgements, 185
- Burns, D. J.: see Krampf, R. F.
- Burts, D. C.: see Haynes, J. L.
- Celuch, K. G. and Slama, M.: Program Content and Advertising Effectiveness: A Test of the Congruity Hypothesis for Cognitive and Affective Sources, 285
- Chattopadhyay, A.: see Goldberg, M. E.
- Cloud, R.: see Haynes, J. L.
- Cooper-Martin, E.: An Extension of the Congruence Hypothesis: The Effects of Real Products, Branching Format, Similarity, and Involvement, 433
- Domzal, T. J. and Kernan, J. B.: Variations on the Pursuit of Beauty: Toward a Corporal Theory of the Body, 495
- Dukes, A.: see Haynes, J. L.
- Eyuboglu, N. and Buja, A.: Dynamics of Channel Negotiations: Contention and Reciprocity, 47
- Fabricant, S. M. and Gould, S. J.: Women's Makeup Careers: An Interpretive Study of Color Cosmetic Use and "Face Value," 531
- Flynn, L. R. and Goldsmith, R. E.: Application of the Personal Involvement Inventory in Marketing, 357
- Freiden, J. B.: see Goldsmith, R. E.
- Gainer, B.: An Empirical Investigation of the Role of Involvement with a Gendered Product, 265

- Goldberg, M. E.; Chattopadhyay, A.; Gorn, G. J.; and Rosenblatt, J.: Music, Music Videos, and Wearout, 1
- Goldsmith, R.E.: see Flynn L. R.
- Goldsmith, R. E.; Freiden, J. B.; and Kilsheimer, J. C.: Social Values and Female Fashion Leadership: A Cross-Cultural Study, 399
- Gorn, G. J.: see Goldberg, M. E.
- Gould, S. J.: see Fabricant, S. M.
- Greenwald, A. G.: see Pratkanis, A. R.
- Haynes, J. L.; Burts, D. C.; Dukes, A.; and Cloud, R.: Consumer Socialization of Preschoolers and Kindergartners as Related to Clothing Consumption, 151
- Holbrook, M. B.: see Schindler, R. M.
- Hornik, J.: The Role of Affect in Consumers' Temporal Judgments, 239
- Kapferer, J.-N. and Laurent, G.: Further Evidence on the Consumer Involvement Profile: Five Antecedents of Involvement, 347
- Kellaris, J. J. and Rice, R. C.: The Influence of Tempo, Loudness, and Gender of Listener on Responses to Music, 15
- Keng, K. A. and Yang, C.: Value Choice, Demographics, and Life Satisfaction, 413
- Kennedy, P. F.: see Martin, M. C.
- Kernan, J. B.: see Domzal, T. J.
- Key, W. R.: see Vacker, B.
- Kilsheimer, J. C.: see Goldsmith, R. E.
- Krampf, R. F.; Burns, D. J.; and Rayman, D. M.: Consumer Decision Making and the Nature of the Product: A Comparison of Husband and Wife Adoption Process Location, 95
- Lackman, C. and Lanasa, J. M.: Family Decision-Making Theory: An Overview and Assessment, 81
- Laczniak, R. N. and Muehling, D. D.: Toward a Better Understanding of the Role of Advertising Message Involvement in Ad Processing, 301
- Laurent, G.: see Kapferer, J.-N.
- Lee, W.-N.: Acculturation and Advertising Communication Strategies: A Cross-Cultural Study of Chinese and American, 381
- Martin, M. C. and Kennedy, P. F.: Advertising and Social Comparison: Consequences for Female Preadolescents and Adolescents, 513
- Miles, M. P.; Good, D. J.; McDonald, B.; Schultz, R. J.; and Capella, L. M.: Parenthood and Wildland Recreation Consumption: An Unexplored Phenomenon, 131
- Muehling, D. D.: see Laczniak, R. N.
- Natarajan, R.: Prediction of Choice in a Technically Complex, Essentially Intangible, Highly Experimental, and Rapidly Evolving Consumer Product, 367
- Patterson, P.G.: Expectations and Product Performance as Determinants of Satisfaction for a High-Involvement Purchase, 449

- Perkins, W. S.: The Effects of Experience and Education on the Organization of Marketing Knowledge, 169
- Pratkanis, A. R. and Greenwald, A. G.: Consumer Involvement, Message Attention, and the Persistence of Persuasive Impact in a Message-Dense Environment, 321
- Rayman, D. M.: see Krampf, R. F.
- Rice, R. C.: see Kellaris, J. J.
- Richins, M. L.: see Bloch, P. H.
- Rodgers, W. C. and Schneider, K. S.: An Empirical Evaluation of the Kapferer-Laurent Consumer Involvement Profile Scale, 333
- Rosenblatt, J.: see Goldberg, M. E.
- Schindler, R. M. and Holbrook, M. B.: Critical Periods in the Development of Men's and Women's Tastes in Personal Appearance, 549
- Schneider, K. C.: see Rodgers, W. C.
- Sherrell, D. L.: see Biswas, A.
- Slama, M.: see Celuch, K. G.
- Stayman, D. M. and Aaker, D. A.: Continuous Measurement of Self-Report of Emotional Response, 199
- Vacker, B. and Key, W. R.: *Beauty and the Beholder: The Pursuit of Beauty through Commodities*, 471
- Williams, F. L.: The Family as an Economic System: A Conceptual Model Supported by Empirical Research, 111
- Yang, C.: see Keng, K. A.